

**REMARKS**

Claims 1-20 are pending; all stand rejected as unpatentable under 35 U.S.C. 112, second paragraph and under 35 U.S.C. 103(a). Claims 1, 3-6, 8-9, 11-12, 14-18, and 20 were rejected as unpatentable over Crook (USPA 2003/0177203) in view of Stuppy (USPA 2007/0184423) and Ladd (USPA 2004/0024897). Claims 2 and 13 were rejected as unpatentable over Crook, Stuppy, and Ladd, in view of Livnat (USPA 2001/0037379). Claim 7 was rejected as unpatentable over Crook, Stuppy, and Ladd, in view of Huetsch (USPA 2002/0049842). Claims 10 and 19 were rejected as unpatentable over Crook, Stuppy, and Ladd, in view of Gifford (USPA 2003/0123622). The drawings were objected to under 37 CFR 1.83(a).

In this response, Applicants provide a replacement drawing to overcome the objection. No new matter is added; paragraph [0035] on page 8 of the as-filed specification, corresponding to paragraph [0033] of the published patent application, describes the features added in customization menu 315 of amended Figure 3.

Claims 1 and 12 are amended in this response to overcome the rejections under 35 U.S.C. 112, second paragraph. Claims 1 and 12 describe a plurality of deliverables, a plurality of formats suitable for presentation, a plurality of parallel processing threads, a plurality of delivery channels, and a plurality of presentation devices. Each individual deliverable includes an associated content item and a corresponding associated format to which to convert the associated content item. The conversion is performed by individual processing threads operating on individual deliverables. Applicants assert the scope of the amended claims would be reasonably ascertainable by those skilled in the art, thus the claims are not indefinite. See MPEP 2173.05(e).

Claims 3, 6, and 14 are amended in this response to overcome the rejections under 35 U.S.C. 103(a). Claims 2, 4-5, 7-11, 13, 15, and 17-20 are canceled in this response to advance prosecution.

Regarding claims 1 and 12, Applicants assert that the prior art relied upon as the basis of the rejections fails to teach or suggest the feature of customizing content to be in a selected translated language. The specification supports this feature in at least two locations (referring now to the published version of the patent application), paragraphs [0033] and [0037], e.g. “Another customization menu, for example, may enable the user to select a language such as, for example, Spanish or French, to which to translate content.” and “The request may also include a language such as, for example, Spanish or French, to which to translate content.” (emphasis added). The Examiner acknowledges that Crook does not specifically teach the associated formats including at least one specified translated human language, and Ladd does not address this point either. Stuppy states in cited paragraph [0067] (actually in paragraph [0066]), referring to the limited scenario of a test, “Lastly, the instructions could be delivered in any of several languages, depending on the test give. (sic)” (emphasis added). Stuppy thus neither teaches nor suggests customizing content to be in a selected translated human language as taught and claimed.

Regarding claims 3 and 14, Applicants assert that the prior art relied upon as the basis of the rejections fails to teach or suggest the feature of customizing the associated content items by specifying a valid identifier that is required to access and present each deliverable at each presentation client. The specification supports these claims in paragraph [0033] of the published patent application.

Regarding claims 6 and 13, Applicants amend claim 6 in this response to note that a user inputs a conversion request that includes a selected delivery channel over which to distribute the converted deliverables. The specification supports this feature in paragraph [0032] of the published patent application.

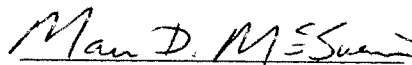
### **CONCLUSION**

In view of the above, each of the presently pending claims in this application is believed to be in condition for immediate allowance. Accordingly, the Examiner is respectfully requested to withdraw the outstanding rejection of the claims and to pass this application to issue. If it is determined that a telephone conference would expedite the prosecution of this application, the Examiner is invited to telephone the undersigned at the number given below.

In the event the Office determines that an extension and/or other relief is required, Applicants petition for any required relief including extensions of time and authorize the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to Deposit Account No. 05-0426 referencing docket no. 128534-06201 (07028797). However, the Commissioner is not authorized to charge the cost of the issue fee to the Deposit Account.

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Respectfully submitted,



Marc D. McSwain

Registration No.: 44,929

Customer Number 26565

**MAYER BROWN LLP**

P.O. Box 2828

Chicago, IL 60690-2828

Telephone: (650) 331-2048

Facsimile: (650) 331-4548